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**Stephen SEO**, Toronto (CA)(73) Assignee: **Mercatus Technologies Inc.**, Toronto (CA)(21) Appl. No.: **16/407,930**(22) Filed: **May 9, 2019****Related U.S. Application Data**

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(57)

**ABSTRACT**

A handheld device for use by a user or a consumer, that includes a custom application and is capable of interacting with its physical environment is disclosed. The device utilizes a positioning subsystem located in the device, and a priori or dynamic knowledge locations of stores, items and other geographic position markers. The devices assists the user in identifying and purchasing items of interest, in real time with relevant and timely location based information.

